



Euromonitor
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Cigarettes in the United Kingdom

June 2025

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Cigarettes in the United Kingdom - Category analysis

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2024 DEVELOPMENTS

Price sensitivity and switching to alternatives sends cigarettes volume sales plummeting

Consumers switch to value brands in order to economise

Most distribution channels struggle as smoking rates continue to decline

PROSPECTS AND OPPORTUNITIES

Cigarette volume sales are set to continue declining over the forecast period

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